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Marketing data analysis using inductive learning and genetic algorithms with interactive- and automated-phases

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Abstract:

In this paper, to analyze questionnaire data on consumer goods for marketing decision making, we use inductive learning and **genetic algorithms** with interactive and automated phases. The basic idea of the method is to integrate inductive learning to acquire **decision trees** or sets of decision rules and **genetic algorithms** to get the effective features to develop simple, easy-to-understand, and accurate knowledge from noisy data. The unique characteristic of the method is that the offspring (**decision trees**) are evaluated by both human-in-a-loop phase (simulated breeding) and automated simple GA-based phase. The proposed method has been qualitatively and quantitatively validated by a case study on consumer product questionnaire data of 2400 entries with 16 attributes

Index Terms:

behavioural sciences computing data analysis decision support systems **genetic algorithms** knowledge acquisition learning by example marketing marketing data processing consumer goods decision rules **decision trees** **genetic algorithms** inductive learning marketing data analysis marketing decision making noisy data offspring questionnaire data analysis simulated breeding

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